### Ottumwa IA-Kirksville MO

**REDACTED - FOR PUBLIC INSPECTION** 

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL					
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade	ينتمين ا	-			
[68]	Baseline Gross Adds Sell-in	=				
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					***************************************
[71]	Total Revenue	-	<del></del>			
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario					بستس
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs				<u> </u>	
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

### Ottumwa IA-Kirksville MO

# Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV 2

		Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL case					
[87]	Cash Flows-With LIL					
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value			<del></del>		
[95]	IRR					

REDACTED - FOR PUBLIC INSPECTION

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV

		Year 2	Year 3	Year 4	Year 5	Year 6
	<b>DIRECTV Does Not Provide Satellite</b>	Local-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	56,480	57,045	57,615	58,191	58,773
[2]	Beginning Customers	C			-	
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate					<b>,</b>
[9]	Average Gross Adds per Month		<b>,</b>	-		
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue					
[12]	LIL Revenue		_ =			
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]	Bad Debt					
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %				-	
[20]	SAC Costs - No LIL	*******		***************************************	*********	
[21]	Total Expenses:					
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

## St Joseph MO

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into- Customer Profile	Local Service				
[24]	TV HH	56,480	57,045	57,615	58,191	50 772
[25]	Beginning Customers	30,460	37,043	37,613	38,191	58,773
[26]	Gross Adds					
[27]	Disconnects					
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					_
[30]	Ending Penetration		***************************************			
[31]	Disconnect Rate		·			-
[32]	Average Gross Adds per Month		*****			
[33]	Gross Add Rate					
	LIL Customers					
	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift					***************************************
[35]	LIL Beginning Customers	¥		***************************************		
[36]	LIL Gross Adds			•	*	<b>=</b>
[37]	LIL Disconnects					
[38]	Ending Customers	12		***************************************		Management
[39]	Average Customers (2 pt avg)	. عظائل			-	
[40]	LIL Penetration	والمنظلة الأربية		الليسمه		
[41]	Disconnect Rate			<del></del>		
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers	<u></u>				
[44]	LIL Gross Adds					
[45]	LIL Disconnects			-		
[46]	Ending Customers					
[47]	Average Customers (2 pt avg)			استنسا		
[48]	LIL Penetration		-			
[49]	Disconnect Rate					
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift	20000				
[51]	LIL Beginning Customers	Я	-			
[52] [53]	LIL Gross Adds LIL Disconnects				<b>500</b> 0000	
[54]	Ending Customers					
	-	-			-	
[55]	Average Customers (2 pt avg)					
[56]	LIL Penetration	***************************************	-			
[57]	Disconnect Rate			-	( <del>12-11111111111111111111111111111111111</del>	<u> </u>
	Total LIL Customers					
[58]	Total Customers + Lift		-			
[59]	LIL Beginning Customers				-	
[60]	LIL Gross Adds			-		
[61]	LIL Disconnects					
[62]	Ending Customers					
[63]	Average Customers (2 pt avg)					
[64]	LIL Penetration					
[65]	Disconnect Rate				-	398

## St Joseph MO

**REDACTED - FOR PUBLIC INSPECTION** 

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL		10115	I Cal 7	I CAI 3	1 can 0
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade					بندني
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					يمعي ا
[70]	Total LIL Revenue					
[71]	Total Revenue					
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[ <b>7</b> 7]	Total Direct Margin %					-
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario				(	<b></b>
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs					
[83]	Total Expenses:					
[84]						
[85]	Cash Based OPBDA %					

## St Joseph MO

# Appendix P

**REDACTED - FOR PUBLIC INSPECTION** 

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

2

	=	Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL case					
[87]	Cash Flows-With LIL			-		
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value			<del></del>		
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					<del>-</del>
[95]	IRR					

REDACTED - FOR PUBLIC INSPECTION

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV 3

		Year 2	Year 3	Year 4	Year 5	Year 6
	<b>DIRECTV Does Not Provide Satellite</b>	Local-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	31,396	31,710	32,027	32,347	32,671
[2]	Beginning Customers			-	-	
[3]	Gross Adds				-	اظاليوبات
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)			***************************************		
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate	-		-		
[9]	Average Gross Adds per Month	100Ms				
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue					
[12]	LIL Revenue					
[13]	Total Revenue	······································		***************************************		
	Expenses:					
[14]	Programming Costs		***************************************			
[15]	Bad Debt					
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL			***************************************	-	
[21]	Total Expenses:	***************************************				
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

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# Appendix P

EchoStar will provide local-into-local in advance of DIRECTV
Number of LIL Channels 3

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into-	Local Service				
	Customer Profile					
[24]	TV HH	31,396	31,710	32,027	32,347	32,671
[25]	Beginning Customers					
[26]	Gross Adds			-		
[27]	Disconnects					
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					•
[30]	Ending Penetration			<u>;</u>	-	
[31]	Disconnect Rate			***************************************		-
[32]	Average Gross Adds per Month	1000	<b>'MANAGE</b>	•		
[33]	Gross Add Rate					
	LIL Customers					
	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift		***************************************			
[35]	LIL Beginning Customers					
[36] [37]	LIL Gross Adds LIL Disconnects				<b>E</b>	<b></b>
[38]	Ending Customers					
	-	<del>_</del>		•	- 112	
[39]	Average Customers (2 pt avg)					
[40]	LIL Penetration				<b>***********</b>	
[41]	Disconnect Rate					
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift			-		
[43]	LIL Beginning Customers	#		<b></b>		
[44]	LIL Gross Adds					
[45]	LIL Disconnects					
[46]	Ending Customers					
[47]	Average Customers (2 pt avg)	triange.	1		100000000000000000000000000000000000000	
[48]	LIL Penetration					
[49]	Disconnect Rate					
	THE CHAIN CO. 4 . THE C N. LH					
[50]	LIL Sell-in New Customers Lift from No LIL Total Customers + Lift					
[51]	LIL Beginning Customers	<del></del>				
[51]	LIL Gross Adds	_	_			
[53]	LIL Disconnects	·				
[54]	Ending Customers				-	
[55]	Aviariogo Chietomore (2 nt eva)	_				
[55] [56]	Average Customers (2 pt avg) LIL Penetration			-		
[57]	Disconnect Rate					
L 2						
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers	ti ti				
[60]	LIL Gross Adds					
[61]	LIL Disconnects					
[62]	Ending Customers		<b></b>			
[63]	Average Customers (2 pt avg)					
[64]	LIL Penetration					inament di
[65]	Disconnect Rate	<u>inimaman</u>				402

### Presque Isle ME

Revenue: [66] Package Revenue

LIL Revenue: [67] Existing Cutomers Upgrade [68] Baseline Gross Adds Sell-in [69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

Expenses: [72] Programming Costs

[73] Bad Debt [74] Customer related

**Total Revenue** 

Total Direct costs

Total Direct Margin [77] Total Direct Margin %

**SAC Costs with LIL:** [78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

**Backhaul Expenses** Box replacement costs

Cash Based OPBDA

Cash Based OPBDA %

Total SAC Costs

**Total Expenses:** 

[71]

[75]

[76]

[80]

[81]

[82]

[83]

[84] [85] Profit & Loss (\$k) - With LIL

# Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

Year 2 Year 3 Year 4 Year 5 Year 6

### Presque Isle ME

[86] Market level capital expenditures-outflow

[87] Cash Flows-With LIL [88] Cash Flows-No LIL [89] Incr/(Decr) from No LIL [90] NPV without Terminal Value

Terminal Value

[93] Cash Flows with Terminal Value [94] NPV with Terminal Value

[91] IRR

[95] IRR

## Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

**Number of LIL Channels** 

3

Year 2 Year 3 Year 4 Year 5 Year 6 NPV-Based on var from No LIL to With LIL case

### Victoria TX

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite L	ocal-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	31,204	31,516	31,831	32,150	32,471
[2]	Beginning Customers		-			
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate			-		
[9]	Average Gross Adds per Month			<b></b>		-
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue					
[12]	LIL Revenue		<u> </u>			
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]						
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %			<del></del>		
[20]	SAC Costs - No LIL				<del></del>	
[21]	Total Expenses:			***************************************		
[22]	Cash Based OPBDA			-		
[23]	Cash Based OPBDA %					

## Appendix P

Victoria TX

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

7

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into-L	ocal Service				
[0.43	Customer Profile TV HH	21 204	21.516	21.021	20.150	20.451
[24]		31,204	31,516	31,831	32,150	32,471
[25]	Beginning Customers					
[26]	Gross Adds					
[27]	Disconnects					
[28]	Ending Customers				والمستحقق المستحقق المستحقق المستحقق المستحقق المستحقق المستحق المستحقق المستحق المستحقق المستحق المستحقق المستحقق المستحقق المستحقق المستحقق المستحقق المستحق المستحقق المستحقق المستحق المستحقق المستحقق المستحقق المستحقق المستحق المستحقق المستحق المستحقق المستحقق المستحقق المستحقق المستحق المستحقق المستحقق المستحقق المستحقق المستحقق المستحقق المستحق المستحد المستحق المستحق المستحد	
[29]	Average Customers (2 pt avg)					
[30]	Ending Penetration					
[31]	Disconnect Rate			1000		
[32]	Average Gross Adds per Month					
[33]	Gross Add Rate					
[25]	LIL Customers		<b></b>	•		
	LIL Lift (upgrades) from No LIL					
[24]						
[34]	Total Customers + Lift	,		***************************************		
[35]	LIL Beginning Customers	•				
[36]	LIL Gross Adds			*	***	
[37]	LIL Disconnects					
[38]	Ending Customers				******	
[39]	Average Customers (2 pt avg)					
[40]	LIL Penetration			المسمسين		
[41]	Disconnect Rate	<u> </u>			<b>,</b>	
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers	9				
[44]	LIL Gross Adds	-				
[45]	LIL Disconnects				-	
[46]	Ending Customers					
[47]	Average Customers (2 pt avg)					
[48]	LIL Penetration					
[49]	Disconnect Rate					
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift				سمي	
[51]	LIL Beginning Customers	£				
[52]	LIL Gross Adds	-				
[53]	LIL Disconnects					
[54]	Ending Customers	•				
[55]	Average Customers (2 pt avg)	-			-	
[56]	LIL Penetration	<b></b>	<b></b>			-
[57]	Disconnect Rate		-	البسمه		
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers					
[60]	LIL Gross Adds	<b>B</b>		4		
[61]	LIL Gross Adds LIL Disconnects					
[62]						
	Ending Customers					
[63]	Average Customers (2 pt avg)	<u> </u>				
[64]	LIL Penetration					
[65]	Disconnect Rate					406

### Victoria TX

[85]

Cash Based OPBDA %

## Appendix P

**REDACTED - FOR PUBLIC INSPECTION** 

EchoStar will provide local-into-local in advance of DIRECTV Number of LIL Channels 7

Year 2 Year 3 Year 4 Year 5 Year 6 Profit & Loss (\$k) - With LIL Revenue: [66] Package Revenue LIL Revenue: [67] Existing Cutomers Upgrade [68] Baseline Gross Adds Sell-in [69] Additional to Baseline Gross Adds [70] Total LIL Revenue [71] **Total Revenue Expenses:** [72] Programming Costs [73] Bad Debt [74] Customer related [75] Total Direct costs Total Direct Margin [77] Total Direct Margin % SAC Costs with LIL: [78] Standard SAC From No LIL scenario [79] Incremental SAC with LIL [80] Total SAC Costs [81] Backhaul Expenses Box replacement costs [82] [83] **Total Expenses:** Cash Based OPBDA [84]

### Victoria TX

## Appendix P

**REDACTED - FOR PUBLIC INSPECTION** 

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

of Life Chainleis /

		Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL	case				
[87]	Cash Flows-With LIL					
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No LIL				***************************************	
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	IRR					

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite L Customer Profile	ocal-Into-Local S	Service			
[1]	TV HH	26,378	26,642	26,908	27,177	27,449
[2]	Beginning Customers		***************************************			
[3]	Gross Adds			*****		
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)		-			
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate	,				
[9]	Average Gross Adds per Month	_	_		-	
[10]	Gross Add Rate			-		
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue					-
[12]	LIL Revenue		- 1			
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs		-			
[15]	Bad Debt					
[16]	Customer related					
[17]	Total Direct costs					<del></del>
[18]	Total Direct Margin					-
[19]	Total Direct Margin %				-	
[20]	SAC Costs - No LIL			**********		-
[21]	Total Expenses:	<del></del>	<del></del>			
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %				-	

	- -	Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into-	Local Service				
	Customer Profile					
[24]	TV HH	26,378	26,642	26,908	27,177	27,449
[25]	Beginning Customers					
[26]	Gross Adds					
[27]	Disconnects					
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					***************************************
[30]	Ending Penetration				***************************************	
[31]	Disconnect Rate			-	***************************************	
[22]	Average Gross Adds per Month					
[32] [33]	Average Gross Adds per Month Gross Add Rate					
[33]	LIL Customers		<b></b>	<b>=</b>	-	
	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift		-			
[35]	LIL Beginning Customers		Warrian II			
[36]	LIL Gross Adds	_			•	
[37]	LIL Disconnects	Manage .				
[38]	Ending Customers		ليجسد			
[39]	Average Customers (2 pt avg)	•••••••				
[40]	LIL Penetration		-		-	
[41]	Disconnect Rate					
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers					
[44]	LIL Gross Adds					
[45]	LIL Disconnects	_	-			
[46]	Ending Customers					
[47]	Average Customers (2 pt avg)					
[48]	LIL Penetration			-		
[49]	Disconnect Rate					
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift					
[51]	LIL Beginning Customers	1				
[52]	LIL Gross Adds				-	-
[53]	LIL Disconnects					
[54]	Ending Customers					
[55]	Average Customers (2 pt avg)			-		•
[56]	LIL Penetration	-		(**************************************		
[57]	Disconnect Rate			<del></del>		
	Total LIL Customers					
[58]	Total Customers + Lift				-	
[59]	LIL Beginning Customers					ويستست
[60]	LIL Gross Adds					
[61]	LIL Disconnects					
[62]	Ending Customers					
[63]	Average Customers (2 pt avg)	******		-		
[64]	LIL Penetration					
[65]	Disconnect Rate				1	410
-						110

# Appendix P

**REDACTED - FOR PUBLIC INSPECTION** 

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

4

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL					
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade			*******		
[68]	Baseline Gross Adds Sell-in				1000	
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue				(*************************************	
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt					-
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario				-	
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs				-	
[83]	Total Expenses:					
[84]						
[85]	Cash Based OPBDA %				<u> </u>	

**REDACTED - FOR PUBLIC INSPECTION** 

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV

		Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow			•		
	NPV-Based on var from No LIL to With LIL case	e				
[87]	Cash Flows-With LIL	وسيسسنست				
[88]	Cash Flows-No LIL	***************************************		***************************************		
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value	(				
[91]	IRR					
[92]	Terminal Value			÷ =		
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	IRR					

## Alpena MI

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite L Customer Profile	ocal-Into-Local S	Service			
[1]	TV HH	18,139	18,320	18,504	18,689	18,876
[2]	Beginning Customers			4-7-1		
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers			-		
[6]	Average Customers (2 pt avg)					-
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate					
[ <b>9</b> ]	Average Gross Adds per Month	-		-	_	
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
F1 13	Revenue:					
[11] [12]	Base Package Revenue LIL Revenue		_		<u> </u>	
[13]	Total Revenue	<u> </u>				
[13]			• · ·	······································		-
	Expenses:					
[14]	Programming Costs					
[15] [16]	Bad Debt Customer related			***************************************		
[17]	Total Direct costs					<u> </u>
_					<del></del>	<del></del>
[18]	Total Direct Margin					
[19]	Total Direct Margin %			<del></del>	£	Maria de la compansa
[20]	SAC Costs - No LIL	***************************************		<b>NAME OF THE OWNER</b>	3/10/11/11/11	
[21]	Total Expenses:		***************************************		-	-
[22]	Cash Based OPBDA	······································				
[23]	Cash Based OPBDA %					

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Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV

**Number of LIL Channels** 

2

	_	Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into-I	acal Carrica				<del></del>
	Customer Profile	LOCAL SELVICE				
[24]	TV HH	18,139	18,320	18,504	18,689	18,876
[25]	Beginning Customers		-	-		
[26]	Gross Adds		-			
[27]	Disconnects					
[28]	Ending Customers		********			
[29]	Average Customers (2 pt avg)			***************************************		
[30]	Ending Penetration		-			
[31]	Disconnect Rate		<b></b>			
[32]	Average Gross Adds per Month				·	_
[33]	Gross Add Rate					
[55]	LIL Customers	***************************************		<u></u>		·
	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift					***************************************
[35]	LIL Beginning Customers					
[36]	LIL Gross Adds		-		=	
[37]	LIL Disconnects	=				
[38]	Ending Customers		-		-	
[39]	Average Customers (2 pt avg)				-	
[40]	LIL Penetration					
[41]	Disconnect Rate				-	inancora:
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers	1				
[44]	LIL Gross Adds	******	Simula.	700000	****	
[45]	LIL Disconnects			*******		in the second
[46]	Ending Customers		-			
[47]	Average Customers (2 pt avg)	_		***************************************		
[48]	LIL Penetration					
[49]	Disconnect Rate		-			
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift					
[51]	LIL Beginning Customers					
[52]	LIL Gross Adds					
[53]	LIL Disconnects					
[54]	Ending Customers			<b>100000</b>		
[55]	Average Customers (2 pt avg)					
[56]	LIL Penetration	***************************************				
[57]	Disconnect Rate					
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers					
[60]	LIL Gross Adds			···············		
[61]	LIL Disconnects					
[62]	Ending Customers					
[63]	Average Customers (2 pt avg)					
[64]	LIL Penetration					
[65]	Disconnect Rate					414
[OD]						414

## Alpena MI

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		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL					
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade			-		_
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario			1		
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses	-			-	
[82]	Box replacement costs					
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

## Alpena MI

# Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

 Year 2	Year 3	Year 4	Year 5	Year 6
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			1 cai 5	1 can 4	1 ear 5	теаг о
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL cas	se				
[87]	Cash Flows-With LIL					
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					· -
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	TRR					

### North Platte NE

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite Customer Profile	Local-Into-Local S	Service			
[1]	TV HH	16,012	16,172	16,334	16,497	16,662
[2]	Beginning Customers					
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)		-			
[7]	Ending DIRECTV Market Share			-		
[8]	Disconnect Rate					
[9]	Average Gross Adds per Month	-	-	-		
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue		-			
[12]	LIL Revenue					
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]	Bad Debt					
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin				***************************************	-
[19]	Total Direct Margin %				-	
[20]	SAC Costs - No LIL	_	Hirana and Anna and	***************************************		-
[21]	Total Expenses:			-		
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

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## Appendix P

North Platte NE

[65] Disconnect Rate

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels Year 2 Year 3 Year 4 Year 5 Year 6 **DIRECTV Provides Satellite Local-Into-Local Service Customer Profile** [24] TV HH 16,012 16,172 16,334 16,497 16,662 [25] **Beginning Customers** Gross Adds [26] [27] Disconnects [28] **Ending Customers** [29] Average Customers (2 pt avg) [30] **Ending Penetration** [31] Disconnect Rate [32] Average Gross Adds per Month [33] Gross Add Rate LIL Customers LIL Lift (upgrades) from No LIL [34] Total Customers + Lift [35] LIL Beginning Customers [36] LIL Gross Adds LIL Disconnects [37] [38] **Ending Customers** [39] Average Customers (2 pt avg) [40] LIL Penetration [41] Disconnect Rate LIL Sell-in New Customers No LIL [42] Total Customers + Lift [43] LIL Beginning Customers [44] LIL Gross Adds [45] LIL Disconnects **Ending Customers** [46] Average Customers (2 pt avg) LIL Penetration [48] [49] Disconnect Rate LIL Sell-in New Customers Lift from No LIL [50] Total Customers + Lift [51] LIL Beginning Customers [52] LIL Gross Adds [53] LIL Disconnects [54] **Ending Customers** [55] Average Customers (2 pt avg) LIL Penetration [56] [57] Disconnect Rate **Total LIL Customers** [58] Total Customers + Lift [59] LIL Beginning Customers [60] LIL Gross Adds [61] LIL Disconnects [62] Ending Customers 1631 Average Customers (2 pt avg) [64] LIL Penetration

### North Platte NE

# **Appendix P**

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EchoStar will provide local-into-local in advance of DIRECTV Number of LIL Channels 4

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL				- "	
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade		<b>,</b>			
[68]	Baseline Gross Adds Sell-in				سنی	
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue		, market			
[71]	Total Revenue	Military and a				
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt			***************************************	-	
[74]	Customer related					-
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					-
[82]	Box replacement costs			-		
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %			<b>***********</b>		